

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, JANUARY 1, 1890.

No. 12.

FOR ANY INFORMATION
ABOUT
NEWSPAPER ADVERTISING
ADDRESS

N. W. AYER & SON,
Newspaper Advertising Agents,
PHILADELPHIA.

15000 Money Replies To An Advertisement
IN THE PHILADELPHIA

THE LADIES' HOME JOURNAL

* * * * * We have closed an order for Northup, Braslin & Goodwin Co., of Minneapolis (Seedsman) and when including the LADIES' HOME JOURNAL for an order for 90 lines for the February issue, a gentleman who keeps close records of replies, told the writer that their advertisement in your paper (THE LADIES' HOME JOURNAL) last February, (1889,) brought 15,000 inquiries, every one of them containing 6 cts. in money or stamps. The writer has had considerable experience, and believes that this is the most phenomenal record he ever heard of, and was shown figures to prove this assertion. We thought you would be pleased to know it. We do not understand that this information is for the public: but felt that you would be gratified to find what the experience of advertisers in the Northwest really was. Yours very truly,

St. Paul, J. L. STACK & Co.,
Nov. 30, 1889. Advertising Agents.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MAIL-MATTER.

Vol. II.

NEW YORK, JANUARY 1, 1890.

No. 12.



JOHN HOOPER.

DEATH OF JOHN HOOPER.

THE PIONEER ADVERTISING AGENT OF
NEW YORK CITY.

John Hooper, aged seventy-three, died from heart failure at his home, No. 281 Monroe street, Brooklyn, on December 22d, after an illness of two weeks.

Worth makes the man! As a type

of those who most familiarly illustrate the truth of the proposition, no one could, with more propriety, be selected than the veteran whose face we place before our readers, and whose name has at all times been a synonym for truth and honesty. The advertising business of to-day is truly wonderful. No man thinks of success unaided by the public press, and he who succeeds best uses it most liberally. The two

principal advertising agencies in our city do a business of over a million of dollars annually, and occupy a prominent place in the business community.

Among those to whom the public is indebted for the many advantages arising from these agencies, Mr. John Hooper, as a pioneer and founder of the first house of the kind in the city of New York, is especially deserving of notice. He was one of the faithful few who gathered around the veteran Greeley when, in the year 1841, the *Log Cabin* and the *New Yorker* were merged in the younger venture of the *New York Daily Tribune*, and that paper was first presented for public approval and support.

Mr. Hooper was born in New York City on September 19th, 1816, was educated at the Burr Seminary, at Manchester, Vt., from which he was appointed a cadet in the Military Academy of West Point. While his application for appointment was pending, young Hooper applied to the Secretary of War for a position in a volunteer regiment then being organized in this city to take part in the Seminole War in Florida. This showed the boy in the light of a patriot rather than a place seeker, and the return mail from Washington brought him, not the permission to volunteer, but his appointment to the Military Academy. While at West Point Mr. Hooper was associated with many whose names have since become famous, including Generals Sherman, Hooker, Bragg and Beauregard. Mr. Hooper resigned his cadetship and accepted a position as civil engineer on the line of the New York & Erie Railroad, then projected by capitalists of this city. He was occupied in that position until 1841, when he returned to New York and entered the *Tribune* office.

Attaching himself to the advertising department, he quickly achieved success and secured a large patronage and corresponding income for his employers. As his customers were often desirous of more general publicity than could be secured through the columns of a single paper, he was not long in perceiving the advantages that might be derived from an arrangement that could enable business men to secure, through him, a general appearance of their advertisements, in whatever mediums they might chose to select. This idea was carried to a successful termination, and, by judiciously fol-

lowing it up, paved his way to wealth. Satisfactory negotiations were made with the publishers, who willingly allowed him, from their net cash rates to advertisers, a fair commission for such business as he should secure for their columns.

The very flattering success with which his labors were crowned soon induced him to set up in business for himself, and an office in Fulton Street bore upon its front the sign of "John Hooper, Advertising Agent," the first in New York. Persistency and honest dealing supplied the place of capital. Business men soon came to know and appreciate the advantages of his system, customers began to multiply, and success to crown his efforts. At this time more commodious quarters became clearly necessary, and he removed to the Times Building, which afterwards became a "head center" of others in the same line. His removal was justified by subsequent events, as unparalleled success ever after crowned his efforts, and his services were sought as eagerly by publishers themselves as by the advertising public.

After years of toil and honest industry, he retired from the business to one perhaps more congenial to his taste at what he considered an advanced age, and assumed the position of president of the North River Savings Bank of New York City. He also lent his advice and counsel, as treasurer, to the Colwells, Shaw & Willard Manufacturing Company, which afterward became the Colwell Lead Company. In making this change, however, Mr. Hooper exercised his usual care and foresight by transferring to the younger, but more widely known house of Messrs. Geo. P. Rowell & Co., the business he had for so many years conducted satisfactorily to all concerned—so that his customers might not, by his act, be left without responsible advisers and equally competent agents for the transaction of this important branch of their business.

At the time of disposing of his advertising agency to Messrs. Geo. P. Rowell & Co., Mr. Hooper had accumulated a large fortune and drawn around him an extensive circle of friends and acquaintances. The portrait here given will be readily recognized by many who knew him at that time, now nearly twenty years ago.

He then thought himself rather an

old man, but there still remained for him many years of active business life. He did the work which came to his hand and did it well; and now, when his estate comes to be administered upon, many persons will learn for the first time, and with surprise, that this modest, unpretentious man had for many years been entitled to be counted among the millionaires of New York.

A MATTER OF TASTE.

MADISON, Wis., Dec. 4, 1889.

Editor of PRINTERS' INK:

DEAR SIR—I claim to be a judge of good advertising. The reference in the enclosed to personal expenses, strikes me as being exceedingly bad taste.

MORGAN, 306, 308 & 300 East Water St.,
—AND—
301 First & Fifth Sts.

NOT infrequently do we have the question put to us "How is it, Mr. Morgan, that your goods are so much cheaper than we can buy them for at other stores?" Only yesterday was this asked us by a lady who, although one of our regular customers, invariably "gues the round," in order to "make comparison" before purchasing. We give to the public in plain language the substance of the verbal answer we gave to her. The principal reason for our discounted prices is our comparatively light store expenses, and our extraordinarily light personal expenses. Ever since we commenced business here, we've kept down both to the lowest possible notch. Accordingly, having no big to-be-paid-for-by-the-people "establishments" to maintain, we can afford to give goods cheap. We sell everything, individually, at only a small margin of profit; but the sales, collectively, strike the balance. It's far preferable in our mind, to dispose quickly of much merchandise at low figures than to slowly get rid of little merchandise at high figures. This method of doing business has been successful all along—it is successful at the present time. Our trade has been growing, growing, growing, and we're now doing day in and day out, a bigger one than ever—not only here in Milwaukee, but by mail throughout the numerous points in the entire Northwest. This is, substantially, what we said to our lady querist; this is, emphatically, what we say to all our customers and mine of Milwaukee.

300
FANCY STRIPES
For 20c

18c
FANCY STRIPES
For 12c.

17c
FRENCH BROADCLOTHS
For \$1.25.

13.50
MEN'S UNDERWEAR
For \$2.25.

14.00
BED BLANKETS
For \$3.50.

12.00
HORSE BLANKETS
For \$1.80.

825
ROBE PATTERNS
For \$15.

815
ROBE PATTERNS
For \$10.

755
LADIES' CLOTH
For \$5c.

850
FLANNEL SUITING
For \$5c.

825
CHEVIOT SUITINGS
For \$7c.

800
PLAIDS AND STRIPES
For \$8c.

if judged solely by literary men or college professors. When buying articles of general utility, the public is likely to go to the merchant who sells best quality at lowest price. The man who demonstrates his ability to sell cheap, has done something toward convincing the public to whom he appeals that he will sell cheap. In this view, the statement by Morgan that his personal expenses are nominal, does doubtless possess a value in making his advertisement effective. The advertisement is a good one.—[Ed. PRINTERS' INK.]

RECORDS OF CIRCULATION.

A letter from the editor of the Brooklyn (Iowa) *Chronicle* to the publishers of the American Newspaper Directory criticises the system of requiring a newspaper publisher to furnish a detailed statement of the number of papers printed for a period of three months, in order to secure a satisfactory circulation rating in the Directory. This editor said:

*** In the first place, you can't get such itemized statements of the number of papers issued from an office during the year unless the publisher prevaricates. There is not a weekly paper (except those which are made up from dailies) which run and retain pressman's sheets. A publisher may guess at it, but he can't give the exact number.***

This letter, published in the December 1st issue of PRINTERS' INK, has called forth the following:

CLINTON COUNTY ADVERTISER.
LYONS, IOWA, Dec. 13, 1889.

Editor of PRINTERS' INK:

In your December 1st issue was a communication from an Iowa editor in relation to errors in the American Newspaper Directory, stating it was impossible to get correct reports from the system adopted for giving circulations. It is, in our opinion, an easy matter to attend to, and we think the publisher himself will appreciate the work as much as any one. A slip can be kept posted in a handy place in the press-room, on which to mark the number of quires wet down for each issue (and from this make a fair deduction for spoiled papers and files at office), the net figures to be returned to your office. This has been our system until lately, when we purchased a counter, which gives the number exactly.

Respectfully, FAY BROS.

It seems to me that I should prefer to trade with some one who has an "establishment," than with an old bachelor, who "works like the dickens, and never spends a cent." But Morgan is a level-headed business man, and maybe he is right in his methods. I should like your opinion about it.

Yours truly, EDWIN MASON.

In writing an advertisement the first thing aimed at is, that it shall produce profitable results: that is the main thing. Many a successful advertisement would fail to take a high position

As this correspondent says, it is quite easy to know exactly how many copies are printed—by keeping the simple record as suggested. Many a publisher, however, would find such a record an exceedingly inconvenient thing to have about the office, and it is for that reason that so few such records are, have been, or ever will be kept.—[Ed. PRINTERS' INK.]

THE BEGINNING OF "THE SUN."

Benjamin H. Day, the old New York printer who started the *Sun* as an adjunct of his impoverished job office, died on Saturday in this town.

Ben Day was in the field with the *Sun* two years before Bennett's *Herald*, eight years before Greeley's *Tribune* and eighteen years before Raymond's *Times*. He was the pioneer of modern American journalism; and his lifetime covers the whole period of revolution and evolution. There is still published in New York only one morning newspaper that existed when Day worked off the first edition of the *Sun* on a small hand press capable of printing two hundred impressions an hour.

The curious thing about Ben Day's enterprise is that although its success was to revolutionize the methods of American journalism, he had not the faintest conception of the importance of the idea which he had struck. He had no theories and no mission. His only purpose was to build up a business in posters and handbills. "For a long time," said Mr. Day a few days before his death, "the principal object of the newspaper was to advertise my job office. It did help me in that way. When I got the printing of the American Museum to do I thought myself so lucky that I rather neglected the newspaper." He was his own editor, publisher, reporter, compositor, pressman and delivery clerk. A small "devil" was his only assistant. His newspaper establishment consisted of a somewhat rickety job outfit in a twelve by sixteen room at 222 William street, just north of where is now the great archway under the approach to the Brooklyn Bridge. He had no capital and very little enthusiasm. His expenses were nothing beyond his time and the cost of white paper enough for a few hundred *Suns*. His receipts ranged at first from three to six dollars a day. He scissored such news as he could find in the established journals and filled up the rest of the sheet with bogus advertisements. And yet there was more stuff in Day as an editor than he at first suspected; and, without knowing it, he was astride of a big idea. Five years later his ridiculous little *Sun* had a circulation greater than that of all the other New York newspapers combined, and Day sold out the establishment to Moses Y. Beach for forty thousand dollars.

Even the name of Benjamin H. Day is unfamiliar to many who talk knowingly of the early days of Bennett and Greeley, and yet to him and not to them are due three of the most radical and important innovations that have affected journalism during the present century.

1. He led the way in the establishment of the low-priced newspaper. The *Sun* was sold at one cent at a time when all of the other New York journals cost six cents a copy. The penny newspaper experiment had been tried once or twice before his time, but nobody had made it go.

2. He set a new standard of news interest. Whatever may have been the intellectual deficiencies of the founder of the penny *Sun*, he cherished a hearty contempt for the then existing measures of news importance, and he went as quickly to the police courts half a block away as to the incoming clipper ships from Europe for matter likely to interest his readers. He made the *Sun* a good local newspaper, as far as it went, and no other editor in New York was doing that thing at that time.

3. He invented the American news-boy. Up to his time no papers were sold in the streets. The papers were all delivered by carriers on regular routes and to regular subscribers. Day hired boys and sent them out to sell the *Sun* to anybody that wanted to buy it. The whole modern system of delivery to the public, in all of its complex development, from the urchin who sells ten copies to the great news company that handles 50,000, is the outgrowth of Day's idea of the way to reach the public.—*New York Sun*, Dec. 23, 1889.

WESTERN STATIONER, {
CHICAGO, Dec. 7, 1889. }

Editor of PRINTERS' INK:

KIND SIR—Did yer ever see such an "ani-mile" as shown in the enclosed ad. * * *



It occurs to me that St. Louis may want "World's Fair" to exhibit this.

WESTERN STATIONER.

NEXT READING MATTER.

An advertisement was ordered to be inserted in a Massachusetts newspaper in a position "next to reading matter." When it appeared, it had a position in the center of first column on the third page of the paper, and on that page not a line of reading matter was printed.

When the publisher's attention was called to this disregard of instructions, he replied:

TIMES AND NEWS-LETTER,
WESTFIELD, MASS., Dec. 10, 1889.
GENTLEMEN—You know very well that the "kick" on "Pine Needle" in our issue of December 4th is groundless. True, technically, there is the shadow of a reason for elevating the boot-toe, but only technically; the cross-bar separates the pages—a rather indispensable article. Yours truly,

CLARK & STORY.

Newspapers are not held wide open and at arm's length while being read; but are folded so that attention is paid to but one page at a time.

This publisher admits that he is wrong technically: is he not positively and wholly wrong? PRINTERS' INK invites expressions of opinion on this subject.

M. D. HANOVER.

Mark D. Hanover died from peritonitis after an illness of three days, on Saturday, December 14th. He was born in Connecticut about fifty-two years ago. His college preparatory course was taken at Wesleyan Seminary, Wilbraham, Mass., and he was graduated as a civil engineer from Union College in 1858. He practiced his profession in Mississippi for some time and then, returning to the North, began the study of law at Geneseo, N. Y. After being admitted to the bar he removed to Cincinnati and practiced law. He was the founder of the Cincinnati *Star*. This paper was so successful that in a few years it purchased its old rival, the *Times*, and the two papers were consolidated under the name *Times-Star*. Failing health compelled Mr. Hanover to retire for a time from business, and he spent a year at Mt. Morris, N. Y., where, at the request of Robert Clark & Co., of Cincinnati, he wrote a law book entitled "Laws of Horses," which has become an authority on that subject.

He then came to New York and opened a law office. He soon formed

an association with ex-Superintendent of Insurance William Barnes, which continued until the present time. Several years ago he became the Eastern manager of the Milwaukee *Sentinel*, the Chicago *Journal*, the St. Louis *Republic*, and the Louisville *Commercial*. He was a man of great executive ability and was successful in all his business enterprises.—*New York Tribune*.

ADVERTISING SPACE IN DEMAND.

OFFICE OF WM. HENRY MAULE,
Importer, Grower and Dealer in Garden
Seeds, 1711 FILBERT ST., 1710 CUTBERT
ST., PHILADELPHIA, DEC. 21st, 1889.

Messrs. Geo. P. Rowell & Co., New York:

As you are doubtless aware, I recently purchased a controlling interest in the Farmer Co., publishers of the *Practical Farmer* of this city, and propose to put it at the head of the agricultural weeklies of the country at the earliest possible date. I have just looked over your issue of PRINTERS' INK, dated Dec. 15th, and note what you say on first page of said issue in regard to advertising and circulation for 1890, and have decided to make you the following proposition, namely: We will give you thirteen hundred (\$1,300) dollars for the first page of said publication in every issue for '90, provided you are willing to guarantee a weekly circulation of twenty thousand copies.

As the time is limited before your next number is issued, please wire us Monday if this proposition is accepted, and we will send electro in time to reach you Tuesday morning. Yours truly,

WM. HENRY MAULE,
Per H.

NEW YORK, Dec. 23d, 1889.

Mr. Wm. Henry Maule, 1711 Filbert St., Philadelphia, Pa.:

First page of PRINTERS' INK has been sold for the year to Messrs. N. W. Ayer & Son, Advertising Agents, of Philadelphia, for four thousand dollars; and is to be used by them for their own advertisement. You can have first page following reading matter for fifteen hundred dollars, or last page for four thousand, or a page without position for one thousand, if the order reaches us before January 1st.

GEO. P. ROWELL & Co.,
Publishers of PRINTERS' INK.

WHY NOT?

KANSAS CITY, MO., Dec. 16, 1889.

MESSRS. GEO. P. ROWELL & Co.:

*** Is it in accord with the fitness of things, consistent with relation you have held with publishers of newspapers, to enter the field with so many publications, beginning with your annual, adding handbooks quarterly or monthly, PRINTERS' INK, etc., etc., and still run an advertising agency?

Pardon us if we view your relations to the advertising world changed thereby. It is your manifest right to run as many publications as you wish and solicit advertising for them, but, clearly, you cannot expect contributions from other publishers or expect to handle their advertising business.

Respectfully, JOURNAL COMPANY,
J. A. MARR, Business Manager.

THE AGENT'S COMMISSION.

PORTLAND, Me., Dec. 13, 1889.

Editor of PRINTERS' INK :

I read with considerable interest the article in PRINTERS' INK of Dec. 1, headed "The Agent's Commission."

This question of what the agent's commission should be is of much importance to every publisher. It is attracting considerable attention at the present time. The discussion of the question can do no harm, and may lead to some good.

I believe the present rate of commission allowed agents is too high. I think 15% is a reasonable commission, and one that will pay the agent well for service rendered.

I do not advocate the cutting down the rate of commission from any ill will to the agent. I am not one of those who believe the agent to be the bird of prey he is sometimes painted.

I believe that he serves the papers, and the advertiser: The former, by securing business for them that they might not otherwise get, and collecting pay for same, the latter, by putting their advertising where it will do the most good, and at the lowest rates, and seeing that full service is rendered.

For both of these services they are entitled to a reasonable compensation.

But should the papers pay for both? I say, decidedly, no!

Securing business and collecting pay is the service rendered the publisher. For this service 15% is a liberal commission, and would be so considered in any mercantile business.

The cost of correspondence necessary to secure the lowest prices for space, the watching to see that the advertisements are properly inserted, and any other work necessary to secure full service for the advertiser, should be borne by the one most benefited—the advertiser.

Surely there is no good reason why a publisher should allow another 10% to pay for service rendered the advertiser.

The following are a few reasons why it seems to me that the 15% is a liberal commission. To illustrate: An inch space in the *Express* for one year costs \$34.00; 15% on this would give the agent \$5.10. In other words, the agent sells us \$34 worth of advertising, and makes a profit of \$5.10. Can any one say that this is not a fair profit on the amount of sale? Would not a merchant consider it so? This illustration might be called the retail department of the advertising agency.

For papers of large circulation, where space is costly, the 15% is really too high, as will be seen by the following, which might be considered the wholesale department of the advertising agency.

An inch advertisement, set in agate, at the average price per line of the five papers mentioned in the article referred to, allowing that they gave 40% off the one time rate, for yearly business, would cost \$537.26. At 15% commission, the agent would receive \$80.40. Would not a wholesale house consider that amount a liberal profit on a sale of equal amount.

If those papers allowed but 10%, it would give the agent a good profit. In fact, I think the agent would even allow the advertiser a part of that amount to secure his order.

The fact that the agents are willing and do divide the 25% allowed by the majority of the papers, is another reason which goes to show that 15% commission is enough.

Suppose an agent is doing so small a business as \$25,000 per year. His 15% would give him \$3,750 for securing and paying for same, allow him a liberal amount for expenses, and what other line of business will pay so large a net profit on an equal amount.

Now, as to the policy of the papers adopting the 15% rate.

The article seemed to indicate that the writer thought it would work to the disadvantage of the smaller papers.

Of course one publisher in a place could not adopt it while his competitors held to the 25% rate, but if all the publishers in a place would establish the 15% rate, they would be on an equal footing, as under the 25%, and they would prevent, in a measure, the agent from competing with them, at a less price, for space in their own paper.

Would the 15% drive the business into the hands of the more expensive papers, because the agent could make more?

Only on the supposition that the agent has all to say about the matter. He may, if the advertiser is a novice, but the experienced advertiser cares for the sales quite as much as he does about the profits of the agent.

If an advertiser wished to cover Portland or the State of Maine, he would not use exclusively the *New York World* or the *Boston Globe* or *Herald*, even though either of them might have a larger daily circulation than all the Maine newspapers combined; because he could get better returns, for an equal amount of money, by using the local papers.

The fact that the agent would have to do more clerical work for the same amount of compensation, would not trouble the advertiser. It might, in the end, lead to one of two things—either the agent would make the advertiser pay for the extra work, or the advertiser would place his business direct. In either case the smaller papers would stand a chance to get the business. Yours, etc.,

A. W. LAUGHLIN,

Manager *Evening Express*, Portland, Me.

INFORMATION WANTED.

The following is an actual sample of the sort of demands for information that are made upon advertising agents:

CORONADO, CAL., Dec. 10, 1889.

Geo. P. Rowell & Co., 30 Spruce street, New York:

DEAR SIRS—What will it cost to advertise 500 lines in say 108 papers, published in cities having from 30,000 to 500,000 inhabitants, making in all 54,000 lines. Also 250 lines in 120 papers, published in places of from 10,000 to 30,000, making 30,000 lines, or a total of 84,000 lines as follows: A 36-line card once a week for three months in 108 papers, and a 36-line card every other week for three months in 120 papers.

Also please state what it will cost for every other week in the larger cities, and half the number of papers in towns of and below 30,000 every other week for three months—papers to be selected from the New England States, New York, Pennsylvania and Ohio, leading society and family papers like the *Boston Transcript*, *Boston Home Journal* and *New York Home Journal*. These estimates are based on agate measure. Please let me know your "bed-rock" rates as soon as possible.

Yours truly,

Per K. P.

DEATH OF H. W. GRADY.

Henry W. Grady, of the *Atlanta Constitution*, died Dec. 23d. He was born at Athens, Ga., May 17th, 1851, was educated at the University of Georgia and the University of Virginia, and when twenty years old edited the *Rome (Ga.) daily Commercial*. The town was too slow for him and he left it to establish, with two partners, the *Atlanta Herald*. He made that sheet the most brilliant and, withal, vitriolic of Southern newspapers. Everything was managed on the high-pressure plan. One of Grady's wild extravagancies was paying \$150 a day for a special engine to carry a few hundred papers to Macon when the *Herald* was being printed on an old-fashioned cylinder press at a speed of 2,000 an hour.

The crash came in 1876, and one day Mr. Grady inventoried his possessions at one wife, two children and \$11.

In 1880 Mr. Grady bought an interest in the *Atlanta Constitution*, paying \$80 per share for the stock, which is now worth \$500. To that journal he devoted all his energies during the last decade of his brief career. His success from that time was unbroken, and he rapidly became not only the central figure of Southern journalism, if possible exception be made of the star-eyed goddess of Louisville, but a man whose social and political influence in his own State was second to nobody's. As a journalist, Mr. Grady was Napoleonic in his ideas. He believed in bold, dashing exploits at every opportunity. His enterprise in collecting the returns of a hotly-contested Congress election in two mountain districts of Georgia has not been forgotten. By special trains, messengers and couriers he gathered in a day figures that ordinarily were two weeks in reaching the capital. His reports of the Charleston earthquakes were masterpieces of enterprise and descriptive writing.

"There is no sense of editorial dignity about me," he once remarked. "I hold that the editor of a newspaper or anybody about the establishment ought to do anything that comes to his hand, for news is the feature and opinions are of secondary importance. If I see a dog fight and think I can hit it off to suit the reader, I'm going to do it."

Following out this idea, Mr. Grady often had in a single issue of the *Constitution* ten or twelve columns of mat-

ter embracing every grade of subject, from an interview with a street car driver to an editorial on Jeffersonian Democracy.

Mr. Grady was a spasmodic writer. His sanguine, enthusiastic temperament precluded his steady application to literary effort. No man's capacity as a high-pressure worker was greater than his, but when the mood or the occasion had passed his pen often lay idle for a season. Several years ago Mr. Grady, realizing that the field of the daily *Constitution* was necessarily limited, set about the development of the weekly issue. Since 1881 he has pushed the circulation of that paper from 8,000 to more than 100,000, and it is more widely read than any paper of its class in the South.—*New York Sun*.

DAUCHY & CO.

OLDEST PAPER IN _____ COUNTY.

EDITOR AND PROPRIETOR,

N. Y., Dec. 30, 1889.

Messrs. G. P. Rowell & Co., New York:

GENTLEMEN—I some time ago cancelled a contract with Dauchy & Co., preferring to deal only with those agencies that pay cash for their work. I mention this for the reason that I shall be glad to secure enough additional business from the latter class to make good the loss in volume by cutting out Dauchy. Yours, very truly, H. L. G.

Dauchy & Co. are classed among the oldest and best of the advertising agencies. If they don't pay in cash, what do they pay in? Why should a publisher allow an agent's commission and then agree to take something less than cash in payment of the bill? Do publishers, in fact, do such things?

BARNUM'S ADVERTISING IN LONDON.

—To advertise the city of London for the opening of the Barnum & Bailey show an average of half a column was engaged in each of the regular daily and weekly papers. In addition 450 billboards were covered with 60,000 sheets of pictorial paper, 4,130 wooden frames were put out containing one-sheet lithographs, 45,000 one-sheet posters were put up, 35,000 lithographs were placed in shop windows, 3,000,000 quarter-sheet programmes were distributed, and 100,000 couriers (a sixteen-page pamphlet), 50,000 newspapers, folders (four-page paper), and other forms of printed matter were sent through the post-office. Besides the foregoing there were 80,000 sheets of pictorial paper posted in the towns and cities contiguous to London. Notwithstanding all the pictorial work posted, it is always considered by showmen that the regular advertising in the newspapers more than offsets the bill posting, the former being the real and true method, the latter only serving to illustrate what the papers mention.—*New York Sun*.

SPECIAL AGENTS.

A special agent, in stating what the facts are concerning the paper which he represents, has a tendency to circumscribe in the mind of an advertiser the amount of advertising which it will be necessary for him to do in order to achieve success.

In some cases a special agent represents more than one paper: his list may include four, six, eight, perhaps a dozen. When he approaches the advertiser he does his best to convince him that by using the very papers which he represents the articles which he desires to bring before the people will be thoroughly advertised. The advertiser not unfrequently becomes possessed of the idea that to use any other papers would be superfluous. He has understood that the papers represented by the special agent actually cover the whole field thoroughly. It is invariably found, in the case of an inexperienced advertiser, that after he has contracted with two or three special agents for a half a dozen or more papers, he feels that he is actually doing a good deal of advertising: entitled in fact to be counted among the large advertisers.

The Hon. J. J. Richardson, of Iowa, who was once so well known to many advertisers as a canvasser for the Davenport *Democrat*, used to enjoy relating an experience which he had with an advertiser who, a few weeks before, had placed a contract with W. S. Lingle, at that time proprietor of the Lafayette Indiana *Courier*. Lingle had assured the advertiser that his paper circulated *all over the West*, and that a patent medicine advertised in his paper could not fail to become well known to everybody. The advertiser, relying on this statement, made a contract with Lingle, and assured Richardson that he was already advertising largely in the West. Richardson, supposing from what he heard, that an extensive contract had been placed with some advertising agent, although such fact had curiously eluded his knowledge, naturally inquired with what agent the advertisement had been placed. In answer to this, he was told of Lingle, and what was expected of the advertisement in the Lafayette paper. "Is it not true," asked this advertiser, "that the paper circulates all over the West?" Richardson was equal to the situation, and made answer: "I am not prepared to say that Lingles' paper does not cir-

culate all over what people at the East call the West; but when you come to the Rocky Mountains, the Pacific Coast and Sandwich Islands, *my paper has three readers to his one.*"

Richardson and Lingle were special agents par excellence; but one is wealthy now, and the other is dead.

The following is a carefully revised and corrected list of the newspapers throughout the country that have Special Agents in New York City, together with the names and street numbers of the agents who represent them:

ALABAMA.

Birmingham...Age-Herald...S. C. Beckwith
" Chronicle...Max H. Fischer
Mobile...Register...J. E. Van Doren
Montgomery...Advertiser...J. E. Van Doren

CALIFORNIA.

Sacramento...Record-Union...S. C. Beckwith
San Francisco...Chronicle...Thos. H. Evans
" Ev'g Bulletin...F. K. Misch
" Examiner...E. Kats
" Morning Call...F. K. Misch

COLORADO.

Denver...Field and Farm...Thos. H. Child
" Great Divide...F. W. Nostrand
" Republican...S. C. Beckwith
" Times...R. A. Craig
Leadville...Chronicle...S. C. Beckwith
" Herald-Dem...S. C. Beckwith
Pueblo...Chieftain...A. Frank Richardson

DISTRICT OF COLUMBIA.

Washington...Capital...George Batten
" Evening Star...L. R. Hamerly
" Nat'l Tribune...Byron Andrews
" Post...George Batten

FLORIDA.

Jacksonville...Times-Union...N. M. Sheffield

GEORGIA.

Atlanta...Constitution...John J. Flynn
" Journal...S. C. Beckwith

ILLINOIS.

Chicago...Advance...C. H. Eddy
" American
Housekeeping...G. H. Richmond
" Arkansas
Traveler...A. Frank Richardson
" Canadian
American...P. T. Barry
" Citizen...P. T. Barry
" Drovers'
Journal...P. T. Barry
" Ev'g Journal...M. D. Hanover
" Farmers'
Review...J. C. Bush
" Herald...T. B. Eiker
" Inter-Ocean...L. H. Crall
" Living Church...C. H. Eddy
" Mail...W. M. Bangs
" News...A. H. Siegfried

Chicago.....N. W. Christ'n
 ".....Advocate.....C. H. Eddy
 ".....Statesman.....George Batten
 ".....Sun.....P. T. Barry
 ".....Times.....W. M. Bangs
 ".....Tribune.....F. T. McFadden

INDIANA.

Fort Wayne.....Sentinel.....R. A. Craig
 Indianapolis.....Journal.....L. H. Crall
 ".....News.....A. Frank Rich-
 ardsen
 ".....Sentinel.....R. A. Craig
 ".....Sun.....C. J. Billson

IOWA.

Des Moines.....State Register.....A. Frank Rich-
 ardsen

KANSAS.

Topeka.....Kansas Farmer.....Thos. H. Child
 Wichita.....Eagle.....S. C. Beckwith

KENTUCKY.

Louisville.....Commercial.....M. D. Hanover
 ".....Courier-Jo'l.....F. T. McFadden
 ".....Post.....S. S. Vreeland
 ".....Times.....F. T. McFadden

LOUISIANA.

New Orleans.....States.....S. C. Beckwith
 ".....Times-Demo-
 crat.....John J. Flynn

MARYLAND.

Baltimore.....Morn'g Herald.....S. C. Beckwith
 ".....News.....S. C. Beckwith

MASSACHUSETTS.

Boston.....Herald.....A. Frank Rich-
 ardsen
 Springfield.....Republican.....Bridgman, Bir-
 mingham & Co

MICHIGAN.

Detroit.....Evening News.....C. J. Billson
 ".....Free Press.....John J. Flynn
 ".....Journal.....F. E. Duffy
 ".....Sunday Sun.....A. Frank Rich-
 ardsen
 ".....Tribune.....Fred. J. Grant

MINNESOTA.

Minneapolis.....Journal.....R. A. Craig
 ".....Star.....S. C. Beckwith
 ".....Tribune.....Max H. Fischer
 St. Paul.....Dispatch.....Max H. Fischer
 ".....Globe.....Fred. J. Grant
 ".....Nat'l Reporter
 ".....System.....S. C. Williams
 ".....News.....S. C. Beckwith
 ".....Pioneer Press.....A. Frank Rich-
 ardsen

MISSOURI.

Kansas City.....Globe.....Max H. Fischer
 ".....Journal.....N. M. Sheffield
 ".....Live Stock In-
 dicator.....Thos. H. Child
 ".....Star.....A. Frank Rich-
 ardsen
 ".....Times.....S. C. Beckwith
 St. Joseph.....News.....Max H. Fischer
 St. Louis.....Cent. Christ'n
 ".....Advocate.....C. H. Eddy
 ".....Eve. Chronicle.....C. J. Billson

St. Louis.....Globe-Dem.....F. T. McFadden
 ".....Post-Dispatch.....Max H. Fischer
 ".....Republic.....M. D. Hanover
 ".....Star-Sayings.....A. Frank Rich-
 ardsen

NEBRASKA.

Lincoln.....Neb. Farmer.....Thos. H. Child
 Omaha.....Bee.....A. Frank Rich-
 ardsen
 ".....Republican.....S. C. Beckwith
 ".....World-Herald.....F. E. Duffy

NEW YORK.

Albany.....Express.....S. S. Vreeland
 ".....Telegram.....A. Frank Rich-
 ardsen
 Binghamton.....Leader.....S. S. Vreeland
 Buffalo.....Evening News.....T. B. Elker
 ".....Morn. Express.....N. M. Sheffield
 ".....Times.....F. E. Duffy
 Elmira.....Telegram.....A. Frank Rich-
 ardsen
 New York.....Boys of N. Y. Stanley Day
 ".....Christ. Herald.....J. E. Jewett
 ".....Family Story
 ".....Paper.....John Lane
 ".....Fashion Bazar.....H. & E. A.
 Wright
 ".....Fireside Com-
 panion.....J. H. & E. A.
 Wright
 ".....Golden Hours.....John Lane
 ".....Housewife.....A. E. Bowers
 ".....L'Art de la
 Mode.....F. W. Nostrand
 ".....Weekly.....A. H. Symons
 ".....Young Men of
 America.....Stanley Day
 Rochester.....Rural Home.....A. Frank Rich-
 ardsen
 ".....Democrat and
 Chronicle.....A. Frank Rich-
 ardsen
 ".....Morn'g Herald.....N. M. Sheffield
 ".....Post-Express.....S. C. Beckwith
 ".....Union and Ad-
 vertiser.....Max H. Fischer
 Syracuse.....Herald.....N. M. Sheffield
 Utica.....Observer.....N. M. Sheffield
 ".....Sat. Globe.....A. Frank Rich-
 ardsen

OHIO.

Akron.....Beacon.....F. E. Duffy
 Cincinnati.....Chr. Leader.....C. H. Eddy
 ".....Com'l Gazette.....F. T. McFadden
 ".....Enquirer.....L. H. Crall
 ".....Evening Post.....C. J. Billson
 ".....Herald and
 Presbyterian.....C. H. Eddy
 ".....Journal and
 Messenger.....C. H. Eddy
 ".....Times-Star.....L. H. Crall
 ".....Western Chr.
 Advocate.....C. H. Eddy
 Cleveland.....Leader.....L. H. Crall
 ".....Press.....C. J. Billson
 ".....Sun and Voice.....A. Frank Rich-
 ardsen
 Columbus.....Dispatch.....S. S. Vreeland
 ".....State Journal.....F. E. Duffy
 Dayton.....Farmers Home.....Thos. H. Child
 Springfield.....Rep'l'ic Times.....S. S. Vreeland
 Toledo.....Blade.....A. Frank Rich-
 ardsen

OREGON.

Portland.....Oregonian.....S. C. Beckwith
 ".....Telegram.....S. C. Beckwith

PENNSYLVANIA.		
Harrisburg.....	Telegram.....	A. Frank Richardson
Philadelphia.....	Evening Call.....	S. S. Vreeland
"	Evening Item.....	S. C. Beckwith
"	Inquirer.....	L. R. Hamersly
"	Record.....	L. R. Hamersly
"	Taggart's Times.....	A. Frank Richardson
Pittsburgh.....	Chronicle-Telegraph.....	C. J. Billson
"	Com. Gazette.....	J. E. Van Doren
"	Dispatch.....	Fred. J. Grant
"	Leader.....	A. Frank Richardson
"	Post.....	N. M. Sheffield
"	Press.....	S. C. Beckwith
"	Times.....	S. S. Vreeland
Williamsport.....	Grit.....	A. Frank Richardson

SOUTH DAKOTA.

Huron.....	Dakota Farmer	Thos. H. Child
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TENNESSEE.

Chattanooga.....	Times.....	J. E. Van Doren
Knoxville.....	Journal.....	J. E. Van Doren
Memphis.....	Appeal.....	J. E. Van Doren
"	Avalanche.....	S. C. Beckwith
Nashville.....	American.....	J. E. Van Doren

TEXAS.

Austin.....	Statesman.....	S. C. Beckwith
Dallas.....	News.....	J. D. Lorentz
Fort Worth.....	Gazette.....	S. C. Beckwith
Galveston.....	News.....	J. D. Lorentz
Houston.....	Post.....	S. C. Beckwith
San Antonio.....	Express.....	S. C. Beckwith
Waco.....	Day.....	S. C. Beckwith

UTAH.

Salt Lake City.....	Tribune.....	S. C. Beckwith
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VERMONT.

Brattleboro.....	Woman's Magazine.....	G. H. Richmond
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WISCONSIN.

Milwaukee.....	Journal.....	Max H. Fischer
"	Peck's Sun.....	A. Frank Richardson
"	Sentinel.....	M. D. Hanover
"	Yenowine's News.....	P. T. Barry

Byron Andrews.....	154	Nassau St
W. M. Bangs.....	41	Park Row
P. T. Barry.....	30	Spruce St
George Batten.....	30	Astor Place
S. C. Beckwith.....	154	Nassau St
C. J. Billson.....	154	Nassau St
A. E. Bowers.....	154	Nassau St
Bridgman, Birmingham & Co.,	2	Wall St
J. C. Bush.....	143	Potter B'lg
Thomas H. Child.....	150	Nassau St
R. A. Craig.....	154	Nassau St
L. H. Crall.....	38	Park Row
Stanley Day.....	190	Broadway
F. E. Duffy.....	154	Nassau St
C. H. Eddy.....	41	Park Row
T. B. Eiker.....	154	Nassau St
Thos. H. Evans.....	41	Park Row
Max H. Fischer.....	154	Nassau St
John J. Flynn.....	23	Park Row
Fred J. Grant.....	154	Nassau St
L. R. Hamersly.....	154	Nassau St

M. D. Hanover.....	154	Nassau St
J. E. Jewett.....	77	Bible House
E. Katz.....	154	Nassau St
John Lane.....	154	Nassau St
J. D. Lorentz.....	154	Nassau St
F. T. McFadden.....	154	Nassau St
F. K. Misch.....	38	Park Row
F. W. Nostrand.....	154	Nassau St
A. Frank Richardson.....	154	Nassau St
Geo. H. Richmond.....	5	Beekman St
N. M. Sheffield.....	154	Nassau St
A. H. Siegfried.....	154	Nassau St
A. H. Symons.....	5	Beekman St
J. E. Van Doren.....	154	Nassau St
S. S. Vreeland.....	150	Nassau St
S. C. Williams.....	41	Park Row
J. H. & E. A. Wright.....	150	Nassau St

A Special Agent is a person who works in the interest of a particular paper, his work being confined to the paper, or papers, which he is specially authorized to represent. He is not supposed to receive, or have anything to do with, advertisements which are to appear in papers other than those he claims to have special authority to act for.

CHICAGO NEWS.

GENERAL EASTERN OFFICE.

Room 47, Tribune Building, New York.

A. H. SIEGFRIED, Manager.

New York, Oct. 4, 1889.

Messrs. Geo. P. Rowell & Co., 10 Spruce Street, New York:

DEAR SIRS:—Not as averse to "special agents," not as unwilling to be personally associated with them, nor yet as in any captious spirit, but only on business grounds, I respectfully object to PRINTERS' INK's classification of the Chicago daily *News* and myself among "Special Agents" in the handsome list which appears in the current issue of that really valuable publication.

Special agents of out-of-New-York papers almost, if not quite invariably, are differently related to their papers, and conduct their business on a wholly different basis from the relationship and methods which prevail in our Eastern representation. I do not transact an agency business in any point of view, save that any clerk or salaried representative is an "agent," in a legal and technical sense. This office, save as to its geography, is as only and wholly a part and parcel of the home office as is the advertising counter in the counting-room of the daily *News* in Chicago. As to myself, "This one thing I do."

The circular of the publisher of the daily *News* announcing the establishment of this office, and dated July 27, 1889, says: "That office will not be one of the conventional special agencies, but an actual extension of our Chicago business department, with all of its discretion and power;" and that circular was also careful to state that the one purpose of the office and of myself was, as it has always remained, the stimulation of and administration over all the advertising business of the paper in the East, without any sort of middleman's slice, interest or contingent emolument.

I thank you for your thought of us in making the list, but have to ask that if any further publication of it may be made, you will in some way indicate our real and exceptional relation to the Eastern space market. (Stenographer) Yours very truly,

A. H. SIEGFRIED.

A PREFERRED LIST.

NEWSPAPERS WHICH ARE RECOMMENDED BY THE LEADING ADVERTISING AGENCIES.

At the second annual meeting of the Association of General Newspaper Advertising Agents, held at the Astor House, New York, Thursday, April 18th, 1889, the following resolutions were adopted:

WHEREAS, while the newspapers issued in the United States and Canada number more than seventeen thousand, those with whom the bulk of the advertising, placed by the General Advertising Agencies, is inserted, do not exceed one-tenth of the whole; and

WHEREAS, it is advisable to inaugurate some systematic effort to advance the interest of those papers which best serve the advertiser and protect the agent; it is hereby

Resolved, That the Secretary be instructed to obtain from the members of this association a list or catalogue of the papers with which they principally deal, and to compile from them a list which shall represent the opinion of the majority of the members of this association as to which actually are the most desirable papers in which to place the patronage of an advertiser who wishes to appeal to the people of a State, or section or a class without using all papers. The selection should include all the best papers, without regard to the question whether they protect the agent in his transactions or not, but the object of the compilation is to further an intention of exhibiting more appreciation than has been possible heretofore toward such first-class publications as make a practice of protecting the agent in the transaction of his business. The lists so prepared to be brought before a meeting of the Executive Committee for consideration and such action as may seem proper.

The minutes of the meeting show that during the discussion of the above resolution

"a member said that although he was not prepared to say that it would be advisable to print such a list, he thought that if each member of the association should prepare one, and then all should come together at a meeting called for that purpose, and carefully review the separate lists, paper by paper, the result would be interesting and instructive."

It was asserted that after the preparation of the lists and the discussion of the arguments for and against the admission upon the list of any designated paper,

"it would then be time enough to decide what further use, if any, should be made of the lists."

It was also set forth that from the various lists sent in it would be possible for the Secretary of the General Newspaper Advertising Agents' Association to compile a list of newspapers which should contain the name of every paper which had been indicated by one or more of the agencies who are mem-

bers of the Association, and to indicate upon the list the number of members who had united in their commendation of any particular paper.

It was thought that having proceeded so far it would be well for the Secretary to furnish each member of the Association with a copy of the list compiled to exhibit the information indicated above, in the belief that an examination of such a list could not fail to prove instructive and interesting.

It was also urged that after such a list had been in the office of an Advertising Agent for two or three months, that agent would

"be likely to have something to say about some of the papers on that list at a future meeting. For instance, if he found that several members had named a paper which he had not, it would interest him to inquire what condition of affairs had made that paper a general favorite when it had not appeared to him to be specially valuable."

The following is a complete list of all the Agencies doing business in the United States, who are eligible for membership in the Association of General Newspaper Advertising Agents:

NEW YORK.

E. N. Erickson, Temple Court.
Geo. F. Rowell & Co., 10 Spruce street.
J. H. Bates, Potter Building.
J. Walter Thompson, Potter Building.
W. W. Sharpe & Co., 21 Park Row.
Dauchy & Co., 27 Park Place.
Chas. Meyen & Co., 154 Nassau street.
Arthur A. Anderson, 21 Park Row.

PHILADELPHIA, PA.

N. W. Ayer & Son, 302 Chestnut street.

CHICAGO, ILL.

Lord & Thomas, 45 Randolph street.
Charles H. Fuller.
Louis Lloyd & Co.

BOSTON, MASS.

Horace Dodd, 265 Washington street.
Pettingill & Co., 10 State street.
S. R. Niles, 256 Washington street.

CINCINNATI, O.

S. H. Parvin's Sons, 175 Vine street.

ST. LOUIS, MO.

Nelson Chesman & Co., 922 Locust street.

Tell me not that advertising,
Is at best an empty dream,
For its charms are more surprising
(And everybody who has tried it wisely
and well, will acknowledge that its
effects are far more astonishing.)
Than its dull, old-fashioned practitioners
could ever deem.

And whichever way thou turnest
Thou wilt find, upon the whole,
Those who advertise in earnest
(Yes, we have only to glance at our
wealthy commercial firms and we shall
admit that those who do the thing
properly.)
Soonest reach the wished for goal.
—Bookkeeper.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers.

ADVERTISEMENTS, agate measure, 25 Cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price.

NEW YORK, JANUARY 1, 1890.

WHO CAN BEAT THIS?

The advertisement on the second page of this issue of PRINTERS' INK sets forth the remarkable statement that: A gentleman who keeps a close record inserted an advertisement in the *Ladies' Home Journal*, of Philadelphia, in February, 1889, which brought nine hundred dollars in postage stamps, in letters which contained no more than six cents each.

ARE ADVERTISEMENTS READ?

Mr. E. F. Draper, of the estimate department of Geo. P. Rowell & Co.'s Newspaper Advertising Bureau, relates that on one occasion a man called with a matrimonial advertisement, and at his suggestion paid \$49 for one insertion of it in the New York magazine called the *Metropolitan*. This advertiser afterwards assured Draper that he had recorded fifteen thousand answers which came in response. No other advertising was done. A single insertion in a single publication was all.

MESSRS. B. F. JOHNSON & CO., of Richmond, Va., the well-known subscription-book publishers, have for the first time established the fact that a Southern house can secure as good and as profitable a field of operation in the New England and Middle States as a house located in either New York, Boston or Hartford. This has been done

largely by judicious and systematic newspaper advertising. Their business has so far outgrown their present commodious quarters that Messrs. Johnson & Co. have been compelled to purchase a large building, which is being fitted up for their especial occupancy, and to which they will remove as soon as it is completed.

THE best advertisements at present appearing in the newspapers are the soap advertisements.

THE question so prominently displayed on page 229 of this issue may be answered briefly as follows: The first requisite was to have a proof of the printed matter taken on rough drawing paper; then upon this, with a soft crayon pencil the words: "How is this done?" were written and encircled with a flourish. This production was then sent to the Photo-Electrotype Engraving Co., at 7 New Chambers street, this city, where it was photographed, and a "process" electrotype made from the negative. A print from this cut exactly reproduces the effect of the original, even down to so fine a detail as the stippled appearance of the written words. The cost of having the engraving made was about four dollars.

To every one of the fifty thousand advertisers named in the eighth volume of the Chicago Commercial Union Reference Book—just published—a sample copy of PRINTERS' INK will be mailed, of the issue of January 1st, 8th or 15th. Every person who receives a sample copy of PRINTERS' INK is cordially invited to fill up the subscription blank which will be found folded within, and return it to Geo. P. Rowell & Co., No. 10 Spruce St., New York, accompanied by a two dollar greenback: and in that way secure the weekly visits of this small but superlatively excellent publication for the period of an entire year. Advertisements 25 cents a line; \$50 a page. Special Notices 25 cents a line. Four lines inserted one year for \$52—and it's dirt cheap, too!

December **PRINTER'S INK**, New York, devotes several pages to the exposition of the growing journalistic vice of jumbling news, literature and advertising together for the sordid advantage of the publisher and the advertiser and to the frequent disgust of the reader of news or literature. The whole business is photographed.—*Brooklyn (N. Y.) Eagle*, December 15, 1889.

This is what a prominent paper that uses no cuts, allows no preferred position, will not cut a column rule and inserts no display (other than combination) type thinks of the new departure in advertising.

"THE HOUSTON POST,"
HOUSTON, TEXAS,
Dec. 16th, 1889.

Editor **PRINTERS' INK**:

What is the recognized value, per nonpareil line, of advertising per 1,000 bona fide circulation? In other words, what are liberally inclined advertisers willing to pay per line?

Yours truly,

J. L. WATSON, Manager.

In a daily paper: half a cent a line for each 1,000 issues is considered a fair price. Anything above that is high. A weekly paper is considered worth twice as much as a daily having the same circulation. Consequently, in weekly publications a cent a line is a fair price,—anything above it is high. Monthly publications are classed with weeklies, in point of value. Sunday papers are classed with dailies. Papers using agate type for advertising are usually of a better class. Consequently no higher value is put upon nonpareil lines, although they occupy more space. For a further answer to the question, see page 194, in **PRINTERS' INK** of Dec. 15. Advertising space has no recognized value. Those who sell get what they can for it. Whatever is left over—unsold—is lost. Those who buy, buy as cheaply as they can.

A MAN has a proprietary article which possesses merit; he decides that, to make money out of it, he must advertise in the newspapers. Accordingly he spends a small sum of money in that way. His advertisement no sooner appears in the papers than he is overrun with the representatives of dozens or hundreds of papers, and instead of being advised how and where he should advertise to make a success, he is simply

importuned to use the particular paper which the visitor represents. While offering the best inducements for the purpose of securing the order, the canvasser has in mind but one idea, and that is, that *he must get the order*.

By making a bid for the privilege of putting an advertisement on all the postage stamps used, Hon. W. J. Arkell, publisher of *Judge*, secured a great deal of gratuitous advertising, all of which grew out of the discussion which was provoked by the proposed bargain, which, by the way, could not have been consummated without violating the laws of the country.

THE only measure of a newspaper's circulation is the number of copies printed. What becomes of these copies is a question in fixing—not the amount of the circulation; but—the value of it.

SPECIAL NOTICES.

Advertisements under this head, without any display, inserted at 25c. a line each issue.

NEW YORK WEEKLY.—\$1.25 per agate line. Circulation, over 200,000.

LOG CABIN LIBRARY and **Nugget Library** combined. \$3.50 per inch. Published weekly.

THE GLEANER, Henderson, Ky. Circulation of Daily, 700; Weekly, 4,000. Quick returns to advertisers. Send for rates and sample papers.

JUDGE, NEW YORK CITY. Weekly. Illustrated. Everybody knows about it. All large advertisers use it. A trial will convince any one of its merits.

THE REPUBLIC-JOURNAL, Littleton, N. H. Circulation, 3,577 copies. Largest of any local paper in N. H.
GEO. C. FURBER, Publisher.

TO PUBLISHERS.—No scheme. New premium offers. Attractive, useful and interesting. Big percentage. Address
"HEIKES," **PRINTERS' INK** Office, N. Y.

BROCKTON ENTERPRISE, Brockton, Mass. Guaranteed circulation, 5,500 copies per day. Select class of advertisements. Send for specimen copies and rates. Brockton's population, 30,000. Order ads. through agents.

PRACTICAL, experienced, hustling Managing Editor, with good ideas and literary reputation, desires engagement on Daily Newspaper or Periodical of high class. Can influence new business. Address **FACT, PRINTERS' INK**.

GROWING STRONGER WITH AGE.—One of the oldest advertising mediums in the South is the *Huntsville (Ala.) Mercury*, which is now in its 74th year. As an advertising medium it is second to none in the State. It is issued Daily and Weekly.

WANTED TO BUY—a paying newspaper property for cash. Address (confidentially), with bottom price and full particulars, "BUYER," care **PRINTERS' INK**, New York City.

THE UTICA DAILY PRESS is more generally read than any other paper in Central New York, and for this reason is the best advertising medium to reach the prosperous people of that vicinity. For facts and figures, address **UTICA PRESS**, Utica, N. Y.

OLD NEWSPAPER RELICS.—Complete files of "the oldest paper in Alabama" are still in existence at the office of *The Huntsville Mercury* for the years 1816-19. This paper has always held the lead in North Alabama, and is largely patronized by the best advertisers.

FOR SALE.—An 8-year old Republican weekly in a town of 1,000. Good jobbing outfit. Official paper of the county. In Central South Dakota. Will invoice \$2,300 for plants alone. A bargain price. Address, quick, O. M. A., Sioux City Newspaper Union, Sioux City, Iowa.

GOLDEN DAYS, Philadelphia, Pa. A weekly paper for young people. Strictly first-class and a first-class advertising medium, costing less than one cent a line for each thousand of actual circulation. For particulars address **Geo. P. ROWELL & Co.**, 10 Spruce St., New York.

FOR SALE.—An established Republican paper, in one of South-West Missouri's best towns. Circulation, 1,300; cash business, \$3,500 yearly. Those meaning business only, need apply. Good reason for selling. Apply for particulars, to

ALPHA, P. O. Box 672, N. Y. City.

WEST SHORE is the handsomest illustrated weekly in America, and the only illustrated Journal west of the Rocky Mountains. Circulates everywhere in the West. Sample copies and other information cheerfully furnished. **L. SAMUEL**, Publisher, Portland, Oregon.

NEWSPAPER PROPERTY WANTED.—The subscriber wishes to purchase a Weekly Newspaper published either in New York or within 50 miles of the city. Must have a desirable field and be capable of good development. Any one having such a property for sale will please address

J. T. F., care **PRINTERS' INK**.

THE NEW YORK PRESS; Daily, Weekly and Sunday: **THE PRESS** was first published December 1, 1887. Circulation February 1, 1888, 26,530. Circulation June 1, 45,944. Circulation August 1, 66,482. Circulation September 1, 73,453. Circulation October 1, 90,970. Circulation October 27, 100,064. Circulation November 7, 254,846. Advertisers should observe and use the **NEW YORK PRESS**.

FOR SALE.—In a large and prosperous New England City, an entire daily newspaper establishment, well fitted out, and type, presses, &c., in first-class condition. Only one other morning paper in the city, and a fine field for a newspaper success. Only a moderate amount of capital necessary. For full particulars, address "Morning Paper," care **H. P. HUBBARD & Co.**, New Haven, Conn.

THE LITTLE GIANT, an 8-page, highly illustrated, family story and miscellaneous paper, published 15th of each month at St. Louis, Mo. Makes a specialty of covering the western, northwestern, southwestern and central sections, and offers a rich field for advertisers. Has a large and growing patronage among shrewd, wide-awake advertisers, who know a good thing when they see it. Sample copies and rates furnished. Advertising received through all responsible advertising agencies. **H. M. BROCKSTEDT**, St. Louis, Mo.

MAINE.—For \$21.45 we will insert a one-inch advertisement, one month, in an excellent list of Maine newspapers, consisting of 4 Dailies and 17 Weeklies. Prices for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted by mail sending out, if desired. Address **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

TO every one of the fifty thousand advertisers named in the eighth volume of the **Chicago Commercial Union Reference Book**—just published—a sample copy of **PRINTERS' INK** will be mailed, of the issue of January 1st, 8th or 15th. Every person who receives a sample copy of **PRINTERS' INK** is cordially invited to fill up the subscription blank which will be found folded within, and return it to **Geo. P. Rowell & Co.**, No. 10 Spruce St., New York, accompanied by a two dollar greenback; and in that way the weekly receipts of this small but superlatively excellent publication for the period of an entire year. Advertisements 25 cents a line: \$5.00 a page. Special Notices 3 cents a line. Four lines inserted one year for \$32.00—and it's dirt cheap, too!

THE LEWISTON JOURNAL has a larger circulation than any other political paper in the State of Maine. The *Evening Journal* issues three editions daily. The *Weekly Journal* has an actual circulation of more than 15,000 copies, and is the only secular paper in the State to which the *American Newspaper Directory* gives the "Bull's-Eye."

To advertise thoroughly in the *City of Lewiston* advertisers must use the *Daily Journal*. To advertise most economically over the entire State of Maine every advertiser is obliged to use the *Weekly Journal*.

Complete files and advertising rates may be found at the office of **Geo. P. Rowell & Co.**, 10 Spruce St., New York, who are the special agents for the *Lewiston Journal*.

ALLEN'S LISTS—\$5.40 per agate line for Over One Million Monthly Circulation, 95 per cent. of which reaches rural homes. Can any General Advertiser whose goods are in demand, or who wishes to create a demand from the masses, of the country districts, of the United States, afford to remain unrepresented in these monthlies? These monthly periodicals reach all parts of every State and Territory. In making application for an estimate of the cost of advertising in a choice selection of monthly publications Dr. J. B. Coblenz, of Fort Wayne, Ind., writes: "Now get me something that beats Allen's List; it is a dandy." Allen's Lists are so frequently referred to by advertisers as producing large results, that it would seem proper that the attention of the readers of **PRINTERS' INK** should be called to them. Address **GEO. P. ROWELL & CO'S** Newspaper Advertising Bureau 10 Spruce St., New York.

THE \$3 LIST.—Bargains in Advertising in Daily Newspapers in many Principal Cities and Towns. Advertisers may select any 50 or more Dailies from the list, at a cost of \$3 per inch, a month, per paper; and the advertisement will be also inserted gratis in the Weeklies of the Dailies, as named in the catalogue. A one-inch advertisement inserted one month in the entire list (including 254 Dailies and 232 Weeklies), costs \$30. For three months, \$1,300, less 10 per cent., or \$1,170 net. The combined monthly issue of the Dailies is 9,067,300 copies, and of the Weeklies 1,683,500 copies. Advertisements are forwarded the day the order is received, and prompt insertion is guaranteed. For any selection of less than 50 of the papers approximately low figures will be given. The List will be sent free upon application to **GEO. P. ROWELL & Co.**, Newspaper Advertising Co., 10 Spruce St., New York.

SUBSCRIPTION LAWS.

Dr. Tuckerman, editor of the *Workman*, Cleveland, has taken some pains to collect and compile the decisions of the United States Court on this subject, and gives the result of his investigations the following:

1. Subscribers who do not give express notice to the contrary are considered as wishing to renew their subscriptions.
2. If subscribers order the discontinuance of their periodical, the publisher may continue to send them until all arrearages are paid.
3. If subscribers neglect or refuse to take their periodicals from the post-office to which they are directed, they are responsible until they have settled their bills and ordered them discontinued.
4. If subscribers move to other places without informing the publisher, and the papers are sent to the former address, they are held responsible.
5. The courts have decided that refusing to take periodicals from the office or removing and leaving them uncalled for, is *prima facie* evidence of intentional fraud.
6. If subscribers pay in advance they are bound to give notice at the end of the time if they do not wish to continue taking it; otherwise the publisher is authorized to send it and the subscriber will be responsible until an express notice, with payment of all arrearages, is sent to the publisher.

The latest postal laws are such that newspaper publishers can arrest any one for fraud who takes a paper and refuses to pay for it. Under this law the man who allows his subscription to run along for some time unpaid and then orders it discontinued, or orders the postmaster to mark it "refused," and have a postal-card sent notifying the publisher, leaves himself liable to arrest and fine, the same as for theft.

THE SAN FRANCISCO

Evening Bulletin,

ESTABLISHED 1855.

CIRCULATION, - 17,000.

Is the leading *Evening Journal* in circulation and influence west of the Rocky Mountains.

It is Valuable to Advertisers

for the following reasons.

It has a long-sustained circulation among a prosperous class of readers, who have learned to appreciate its special value.

Every page contains fresh telegraphic or local news, affording every advertisement in its columns a good position.

The Weekly Bulletin

CIRCULATION, - 20,000.

Is the largest and best weekly newspaper published in the West, and is in every respect a first-class Family paper. For rates and sample copy address

The Bulletin,

SAN FRANCISCO.

Or F. K. MISCH, Eastern Manager,
New York Office, - - - 40 Potter Building.

48,500 Advertisers.

The publishers of *Commercial Union*, of Chicago, Ill., have just issued the eighth volume of their *ADVERTISER REFERENCE*, which contains the names and financial rating of all the people in the United States and Canada who expend money for newspaper advertising. This book constitutes a list of about 48,500 advertisers. A sample copy of *PRINTERS' INK*, of the issue of January 1st, 8th or 15th, will be sent to every individual, corporation or firm who has a place in this list. To one-third the issue of the 1st; to one-third the issue of the 8th; and to one-third the issue of the 15th.

These are in addition to the regular mail list subscribers of *PRINTERS' INK*.

The average issue of *PRINTERS' INK* for the year ending December 31, 1899, was:

11,323 Copies Each Issue.

The edition of *PRINTERS' INK* for December 1st was:

15,750 Copies.

The edition of *PRINTERS' INK* for January 1st is:

25,250 Copies.

The publishers of *PRINTERS' INK* assert that no issue in the year 1899 will be so small as:

20,000 Copies.


Advertisements inserted at 25 cents a line or \$50 page. Special Notices, 25 cents a line.

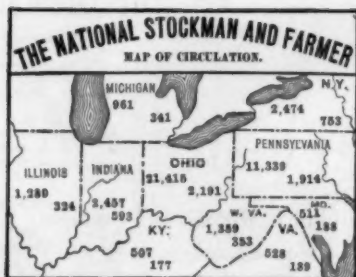
GEO. P. ROWELL & CO., PUBLISHERS,
10 SPRUCE ST., NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Is issued weekly, and is the representative journal—the trade journal of American advertisers. It indicates to the inexperienced advertiser how, when, and where he should advertise; how to write an advertisement; how to display one; what newspapers to use; how much money to expend—in fact, discourses on every point that admits of profitable discussion. Advertising is an art practiced by many but understood by few. The conductors of *PRINTERS' INK* understand it, and their advice is based on an experience of more than twenty-five years in placing advertising contracts for many of the largest and most successful advertisers. A year's subscription costs but two dollars; sample copies free.

Address:—

GEO. P. ROWELL & CO.,
 Newspaper Advertising Bureau,
 20 Spruce St., New York.



*The upper figures represent subscribers—
an aggregate of 42,830 in these ten states.*

*The lower figures represent post-offices. We
reach 7,023 of them in these ten states, not to
mention 788 other post-offices in the United
States and Canada.*

A YEAR OF REMARKABLE GROWTH.

Our Average Weekly Issues

—have been as follows:—

SINCE JANUARY 1, 38,613 COPIES.

SINCE AUGUST 1, 45,087 COPIES.

SINCE SEPT. 1, 46,249 COPIES.

SINCE OCTOBER 1, 47,040 COPIES.

SINCE NOVEMBER 1, 47,620 COPIES.

SINCE DECEMBER 1, 48,530 COPIES.

Subscription \$1.50 a year, payable in advance.

AXTELL, RUSH & CO., Publishers,
203 SHADY AVENUE, PITTSBURGH, PA.

Look in your Mail for a sample copy of The
Evansville Courier. If you don't receive it soon
write for it. Examine it carefully.

Evansville, Ind., Population 60,000—Ten Railroads
and the Ohio River.

THE

Evansville Courier

(Daily, Weekly and Sunday,)

Reaches the people of the city and surrounding towns and villages, and is

The Best Medium for Advertisers.

Evansville is improving very rapidly, as the following list of
new enterprises and buildings, started last year, will show :

Court House, at a cost of.....	\$500,000 00
Marine Hospital, at a cost of.....	100,000 00
Y. M. C. A. Building, at a cost of.....	50,000 00
Business Men's Association Building, at a cost of.....	300,000 00
L. & N. R. R. Shops, 10 in number, at a cost of.....	250,000 00
Cotton Mills, at a cost of.....	250,000 00
Dummy Line R. R. Co., at a cost of.....	150,000 00
Ohio Valley Terminal R. R. Co., at a cost of.....	150,000 00
Evansville & Richmond R. R. Co., at a cost of.....	1,000,000 00
Evansville Cold Storage and Ice Co., at a cost of.....	100,000 00
Mackey Block, at a cost of.....	100,000 00
Three large School Buildings, at a cost of.....	35,000 00
Hellman Plow Works, at a cost of.....	25,000 00
Chas. Schulte's Edge Tool Works, at a cost of.....	30,000 00
Clemence Reitz large Saw Mill, at a cost of.....	25,000 00
Mackey, Nisbet & Co., at a cost of.....	100,000 00
Egg Carrier Co., at a cost of.....	20,000 00
Tennessee Range Co., at a cost of.....	100,000 00

The location of these enterprises has secured an increase of more than 2,000
mechanics, the majority being skilled laborers, which will materially assist to
build up our city.

If you desire to reach the people of Southern Indiana,
Kentucky and Illinois correspond with

THE COURIER CO.,

Publishers Daily, Weekly and Sunday Courier,

EVANSVILLE, INDIANA.

— WE TRY —
To Conduct the Business
OF OUR
Newspaper
Advertising Bureau

in such a manner that every publisher shall be glad to receive our orders for advertising, at the lowest price which he is willing to accept from any one; and at the same time be willing to allow our patrons every concession which can under any circumstances be permitted in the matter of choice position or editorial mention. GEO. P. ROWELL & Co., 10 Spruce St., N. Y.

American
Newspaper
Directory

FOR

1889

TWENTY-FIRST ANNUAL VOLUME.

Fifteen Hundred and Thirty-Six Pages.

PRICE, FIVE DOLLARS.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the names of all papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable tables and classifications.

Sent to any address on receipt of price, by GEO. P. ROWELL & CO., Publishers,

(Newspaper Advertising Bureau),

10 Spruce St., New York.

A FREE copy of the AMERICAN NEWSPAPER DIRECTORY will be sent, Carriage Paid, to any person who is a patron of GEO. P. ROWELL & Co's Advertising Bureau, to the amount of Fifty Dollars.

WE HAVE JUST ISSUED

A NEW EDITION OF OUR BOOK
 CALLED

Newspaper
Advertising.

It has 232 pages, and among its contents may be named the following Lists and Catalogues of Newspapers:—

DAILY NEWSPAPERS IN NEW YORK CITY, with their Advertising Rates.

DAILY NEWSPAPERS IN CITIES having more than 150,000 population, omitting all but the best.

DAILY NEWSPAPERS IN CITIES having more than 20,000 population, omitting all but the best.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE. The best one for an advertiser to use if he will use but one.

STATE COMBINATIONS OF DAILY and Weekly Newspapers, in which advertisements are inserted at half price.

A SMALL LIST OF NEWSPAPERS in which to advertise every section of the country: being a choice selection made up with great care, guided by long experience.

LARGEST CIRCULATIONS. A complete list of all American papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING: (For Experimentors.)

BARGAINS IN ADVERTISING in Daily Newspapers in many principal cities and towns, a List which offers peculiar inducements to some advertisers.

CLASS JOURNALS, an extensive catalogue of the very best.

6,632 VILLAGE

NEWSPAPERS, in

which advertisements

are inserted for \$46.83

a line and appear in

the whole lot— one-

half of all the American

Weeklies.

Book sent to any address for **Thirty Cents.**

Address GEO. P. ROWELL & Co., New York.

SEND THE CASH
And Say What You
. . . . Want to Accomplish.

A small expenditure in advertising in a judicious selection of newspapers is often contemplated by persons who have not a clear idea as to what publications should be taken or the cost; they consequently find a difficulty in carrying out the plan without having the cost exceed the amount contemplated. Such persons do well to send the copy of the advertisement and a check for the amount of money to be used, to Geo. P. Rowell & Co.'s Newspaper Advertising Bureau, 10 Spruce St., New York, and leave the selection of papers and the number of insertions in each to be determined by their experience and judgment. In that way the advertiser gets the best service possible for the money he expends, and the work is promptly done—no time being lost in correspondence.



THE IRON AGE

A Review of the Hardware, Iron and Metal Trades, Published Weekly, Semi-Monthly and Monthly.

Established 1855 under the name of *The Hardware Man's Newspaper*, changed in 1859 to *The Iron Age*, it is the oldest publication in the world devoted to the Metal Trades and Industries. Its circulation is more than double that of any other journal of its class in the world.

In the field which *The Iron Age* occupied thirty-five years ago, it has been steadily growing in favor from year to year, and is to-day practically without competition. The same energy, liberality and skill that have placed it in the front rank of trade journalism will be employed more freely than ever to maintain and advance the position it has gained.

Weekly, United States and British America,	\$4.50 a year;	Other Countries,	\$5.00
Semi-Monthly,	" " " "	2.50	" " " "
Monthly,	" " " "	1.15	" " " "
			1.25

THE METAL WORKER

A Weekly Journal of the Stove, Tin, Roofing, Cornice, Plumbing and House-Heating Trades.

The Contents of its Reading and Advertising Columns are varied and interesting, and will be found of value not only to the Worker in Sheet Metal, but also to the Dealer and Manufacturer. All kinds of Sheet Metal Work, together with New Machinery and Tools used by the Tinner, Roofer, Cornice Worker, Plumber, Steam and Gas Fitter, and kindred trades, illustrated and described.

United States and British America, \$2 a Year; Other Countries, \$3.

CARPENTRY and BUILDING

An Illustrated Monthly Magazine, Devoted to all Branches of the Wood-Working and Building Trades.

The Subjects discussed include Carpentry and Joinery, Framing and Construction, Masonry and Plastering, Roofs and Cornices, Heating and Ventilation, Plumbing, Cabinet Work, Painting and Decoration, Architectural Design and Drafting.

United States and British America, \$1 a Year; Other Countries, \$1.25.

NEWSDEALERS OR BOOKSELLERS in any part of the world may obtain the above publications through The American News Company, New York, U. S. A.; The International News Company, New York, U. S. A., and London, England; or The San Francisco News Company, San Francisco, Cal., U. S. A.

Remittances should be made by draft, payable to the order of DAVID WILLIAMS on any banking house in the United States or Europe, or by Post-Office Money Order on New York. When these cannot be obtained, postage-stamps of any country will be received.

DAVID WILLIAMS, Publisher.

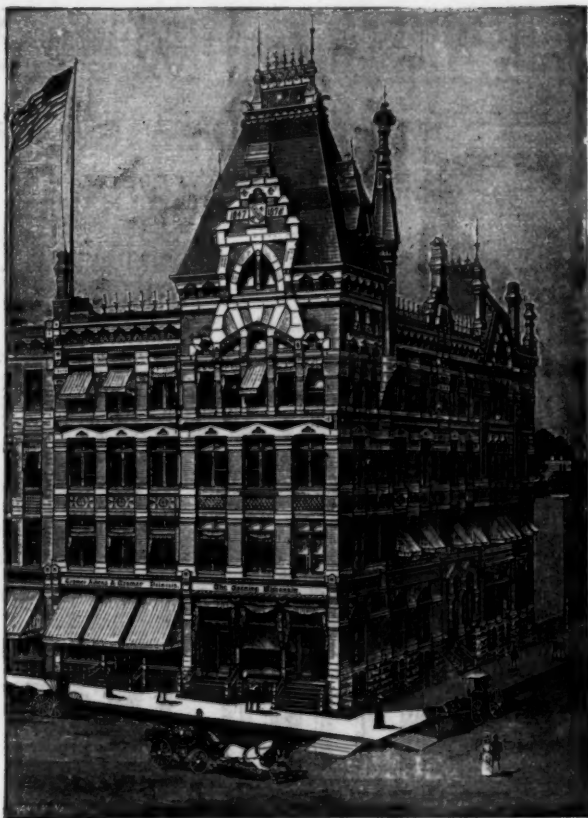
OFFICES:

NEW YORK—JOHN S. KING, General Manager, 66 and 68 Duane Street.
 CHICAGO—J. E. HANES, Manager, 59 Dearborn Street.
 PHILADELPHIA—THOMAS HOBSON, Manager, 220 South Fourth Street.
 PITTSBURGH—ROBERT A. WALKER, Manager, Room 511, Hamilton B'ld'g.
 CINCINNATI—HENRY SMITH, Manager, S. E. cor. Fourth and Main Streets.
 ST. LOUIS—H. H. ROBERTS, Manager, 214 North Sixth Street.
 BOSTON—WALTER C. ENGLISH, Manager, 149 Congress Street.
 CHATTANOOGA—S. B. LOWE, Manager, 9th and Carter Streets.

ADVERTISERS READ THIS, and after you have read it, think it over. Anything that concerns your business is of interest to you. We do not ask you to advertise in our paper, nor in any other papers; we only state the fact that success in advertising depends like any other success in knowing how to do it. Experience is a mighty good thing, but then, you are not to try the 14,000 and odd papers published in this country, for if you do you will sack your safe before you know the a. b. c. of the science of advertising, for science it is, the advertising on a large or small scale. It is more economic, more profitable, and a great deal wiser to ascertain yourself which paper or set of papers will bring the best result for the same amount of money. The PRINTERS' INK is the paper in which you will learn the long and short of the story. It has no interest in having your 'ad.' in one paper rather than another. It is independent, well informed and truthful. If you advertise at all, whether for one dollar, or for one thousand, or for one million of dollars a year, you will miss your road if, not knowing it you do not inquire of the advertiser's guide, and thinking you know it, you take a sinuous pathway and get at the goal at the eve of death. We will send the PRINTERS' INK and the "Woman's Directory," to any advertiser who will prove himself to be such, for one year, for the price of one: that is for two dollars. Address:

DIRECTORY, 41 State street, Brooklyn, N. Y.





THE EVENING WISCONSIN BUILDING.

Advertising Rates—The Evening Wisconsin.

Inches.	One Time.	One Month.	Twelve Months.
1	\$1.40	\$14.00	\$120.00
2	2.80	28.00	240.00
3	4.20	42.00	360.00
4	5.60	56.00	480.00

Every other day, 20 per cent. more than one-half the above rates.

Next to reading matter, 12½ per cent. extra.

Top of column, 12½ per cent. extra.
Top of column and next to reading, 25 per cent. extra.

Reading notices: Daily, 30 cents per line; Weekly, 50 cents per line.

Wants, For Sale and other classified ads., 5 cents per line.

Largest circulation in the State, both Daily and Weekly, 15,000 and 25,000.

Population of Milwaukee, 225,000.

**Cramer, Aikens & Cramer,
MILWAUKEE, WIS.**

Advertising Rates—The Weekly Wisconsin.

Inches.	One Time.	One Month.	Twelve Months.
1	\$2.10	\$7.84	\$70.00
2	4.20	15.68	140.00
3	6.30	23.52	210.00
4	8.40	31.36	280.00

W. D. WILSON PRINTING INK CO.

(LIMITED)



140 William Street,
NEW YORK.

Factory: LONG ISLAND CITY.

MANUFACTURERS OF

BLACK and COLORED

WE OFFER
THE
CHOICEST GOODS
AT
PRICES
WHICH DEFY
COMPETITION.



WILSON'S
Black and Colored
INKS
Are the Best in the
market.
GIVE THEM A TRIAL.

PRINTING INKS

Wood Cut, Job, Book, News,
and Extra News Inks,
VARNISHES, BRONZES, Etc.



SPECIMEN BOOKS and PRICE LIST SENT ON
APPLICATION.

"PRINTERS' INK" IS PRINTED WITH WILSON'S
30 CENT BOOK INK.



OMAHA BEE, Omaha, Neb.

Daily, 19,000; Sunday, 21,000; Weekly, 40,000

PIONEER PRESS, St. Paul, Minn.

Daily, 22,000; Sunday, 25,000; Weekly, 16,000

BOSTON HERALD, Boston.

Daily, 133,000; Sunday, 106,000

TOLEDO BLADE, Toledo, Ohio.

Daily, 12,000; Weekly, 110,000

DEMOCRAT and CHRONICLE, Rochester.

Daily, 15,250; Sunday, 15,000; Weekly, 10,000

KANSAS CITY STAR, Kansas City, Mo.

Daily, 34,000

INDIANAPOLIS NEWS, Indianapolis, Ind.

Daily, 22,000

A. FRANK RICHARDSON,

SPECIAL AGENT,

13, 14 & 15 Tribune Building, N. Y.



ADVERTISEMENTS DESIGNED.

If you want an effective advertisement designed send to me. If you want it to occupy space of an inch send \$5.00; if you want it to occupy three inches send \$10.00. If the first design don't suit you I will make another without extra charge.

I made the designs for the advertisements which are printed above. Some of them are not very good, but the advertiser seems to like them. Address F. C. RINGER, P. O. Box 672, New York.

I refer, by permission, to Messrs. GEO. P. ROWELL & CO.

FOR a check for \$50 we will insert a ten-line advertisement once in all of the five Weekly Story Papers here named:

FAMILY STORY PAPER.
FIRESIDE COMPANION.
NEW YORK WEEKLY.
SATURDAY NIGHT.
TEXAS SIFTINGS.

A weekly sale of over seven hundred thousand copies is claimed for these publications. Ten lines will accommodate about 75 words, 700,000 copies for \$50. Send check and copy of advertisement to be used to

GEO. P. ROWELL & CO.,
30 Spruce St., New York.

FOR a check for \$45 we will insert ten lines once in all the five Agricultural Publications here named:

FARM AND FIRESIDE.
AMERICAN RURAL HOME.
FARM AND HOME.
FARM JOURNAL.
HOME AND FARM.

A regular issue of more than eight hundred thousand copies is claimed for these Farm Newspapers. Ten lines will accommodate about 75 words, 800,000 copies for \$45. Send check and copy of advertisement to be used to

GEO. P. ROWELL & CO.,
30 Spruce St., New York.

FOR a check for \$60 we will insert a ten-line advertisement once in all the five Literary Publications here named:

CENTURY MAGAZINE.
CRIBNER'S MAGAZINE.
HARPER'S MAGAZINE.
HARPER'S WEEKLY.
HARPER'S BAZAR.

It is believed that more than six hundred thousand copies are sold of every issue of the above-named periodicals. Ten lines will accommodate about 75 words. 600,000 copies for \$60. Send check and copy of advertisement to be used to

GEO. P. ROWELL & CO.,
30 Spruce St., New York.

FOR a check for \$30 we will insert a ten-line advertisement once in all the five Home and Family Weeklies here named:

NEW YORK TRIBUNE.
CHICAGO INTER-OCEAN.
TOLEDO BLADE.
MONTREAL FAMILY HERALD AND STAR.
WASHINGTON NATIONAL TRIBUNE.

They are the People's Newspapers. No one of them is believed to issue so small a number as seventy-five thousand copies weekly, and two of them issue considerably more than one hundred thousand. Ten lines will accommodate about 75 words. 300,000 copies for \$30. Send check and copy of advertisement to be used to

GEO. P. ROWELL & CO.,
30 Spruce St., New York.

FOR a check for \$45 we will insert ten lines in ONE THOUSAND AMERICAN NEWSPAPERS of our own selection, and send it out the very day it comes to hand. The advertisement will appear in the next issue printed and published of a full thousand distinctly separate Newspapers; files of all of which may be examined by the Advertiser if he so desires. Ten lines will accommodate about 75 words. Weekly Newspapers for \$45. Send check and copy of advertisement to be used to

GEO. P. ROWELL & CO.,
30 Spruce St., New York.

FOR a check for \$25 we will insert ten lines one week in all the five Religious Newspapers here named:

SUNDAY SCHOOL TIMES.
WEEKLY WITNESS.
N. Y. CHRISTIAN ADVOCATE.
NEW YORK OBSERVER.
NEW YORK INDEPENDENT.

A regular issue of more than a quarter of a million of copies is claimed for these Religious Weeklies. Ten lines will accommodate about 75 words. 250,000 copies for \$25. Send check and copy of advertisement to be used to

GEO. P. ROWELL & CO.,
30 Spruce St., New York.

FOR a check for \$50 we will insert a ten-line advertisement once in all the five Children's Periodicals here named:

YOUTH'S COMPANION.
ST. NICHOLAS.
GOLDEN DAYS.
HARPER'S YOUNG PEOPLE.
ARGOSY.

It is believed that each issue of the five above-named Periodicals finds admission into more than six hundred thousand different families in which there are children. Ten lines will accommodate about 75 words. 600,000 copies for \$50. Send check and copy of advertisement to be used to

GEO. P. ROWELL & CO.,
30 Spruce St., New York.

FOR A CHECK FOR \$20 WE WILL print a ten-line advertisement in One Million issues of leading American Newspapers and complete the work within ten days. This is at the rate of only one-fifth of a cent a line, for 2,000 circulation! The advertisement will appear in but a single issue of any paper, and consequently will be placed before One Million different newspaper purchasers; or FIVE MILLION READERS, if it is true, as is sometimes stated, that every newspaper is looked at by five persons on an average. Ten lines will accommodate about 75 words. Address, with copy of advertisement and check, or send 30 cents for Book of 250 pages.

GEO. P. ROWELL & CO.,
30 Spruce St., New York.

Over a Million Each Issue!

THE GREAT LEADERS OF THE LEADERS,

ALLEN'S LISTS.

Should the circulation of the regular issues run below **One Million**, at any time, I will make a discount, to each advertiser, in exact proportion.

Affidavit of Circulation of all issues furnished each Advertiser monthly

Any other reasonable proof and information will gladly be furnished at any time.

The Periodicals of Allen's Lists circulate mainly in the homes of the better classes of the masses in the Country districts and Villages. Including the borrowing demand, it is believed that over **1,250,000** homes are reached each month, or one-fifth of all the Country and Village homes in the United States.

FACT: Each month, the periodicals of Allen's Lists reach over one million two hundred and fifty thousand families, who live mainly in the villages and country districts.

FACT: Circulation each month **over** . . . 1,000,000 copies.
 The **borrowing demand**, in country districts, for such first-class periodicals as constitute Allen's Lists, is known to be enormous, and I have the best of evidence that each month it **exceeds** . . . 250,000 copies.

Total number of families reached each }
 month, **over** . . . } **1,250,000**

FACT: 95 per cent. of the circulation of the periodicals of Allen's Lists is in the villages and country districts.

FACT: The periodicals reach all parts of every State and Territory.

Forms close the 15th of each Month, sharp, prior to the date of the periodicals.

E. C. ALLEN, Proprietor **Allen's Lists,**
Augusta, Maine.

CONSIDER THIS.

FROM

**The Religious Press Association,
PHILADELPHIA, PA.**

WE CLAIM there is no better field for the general advertiser than among the readers of religious papers.

We claim that people who waste time and money do not subscribe for religious papers. Their readers work, earn money, have homes, spend money for their families, and are the people whom advertisers want to reach.

We claim to put advertisers in the way of reaching them cheaply, easily and well.

We claim that no general advertiser can be well served in our field unless these papers are on his list.

We claim for the papers high character and position in their denominations, and guarantee their circulation.

We claim to give every advertiser full knowledge of what he buys in our papers.

We claim to charge a fixed price, don't deviate from it, it is low for papers of such high grade.

We claim that Agents who turn business from our papers to other less valuable papers because they pay higher commissions, are not just to advertisers.

If you recognize these as correct business principles, we shall be pleased to have you put our papers on your lists, and include them in orders whenever your interests will permit.

THESE ARE THE PAPERS—Leading Religious Weekly Home Journals which every week visit

Over 240,000 Homes

The Sunday School Times.

PHILADELPHIA.

The Presbyterian.

The Lutheran Observer.

The National Baptist.

The Christian Standard.

The Presbyterian Journal.

The Reformed Church Messenger.

The Episcopal Recorder.

The Christian Instructor.

The Christian Statesman.

The Christian Recorder.

The Lutheran.

BALTIMORE.

The Baltimore Baptist.

The Episcopal Methodist.

The Presbyterian Observer.

For General Circulation

Use The Sunday School Times and the two Lists.

For Local Circulation

Centered about Philadelphia and Baltimore Use the two Lists.

Taken all together they give more and better service, without duplication, and at less cost than can be had in any other selection of religious papers.

For full particulars about advertising in these papers address any responsible advertising agency, or write direct to

THE RELIGIOUS PRESS ASSOCIATION,

1001 Chestnut Street,

(Mutual Life Building),

PHILADELPHIA, PA.

Miscellanies.



Mrs. Cottonbury—Why don't you go on? It's a splendid story.

Mr. Cottonbury (*who has been reading aloud*)—Well, I've just reached the bottom of the column, and it ends in this way: "Evelina threw herself at his feet and cried, 'Thomas Ratslyffe, why don't you use Murphrey's salt whiskey for coughs and colds?'"—*Judge*.

Wife—What are you so busy at?

Young Physician—I am writing a letter to the newspapers, abusing Dr. Blank, the great scientist.

"But Dr. Blank has never done you any harm, and you agreed with his theories."

"True; but it is against the rule for physicians to advertise, and I must get myself before the public somehow."—*New York Weekly*.

Mary had a little lamb, its fleece was white as snow; it strayed away one summer day where lambs should never go. Then Mary sat her down and tears streamed from her eyes; she never found the lamb because she did not advertise. And Mary had a brother John, who kept a village store; he sat down and smoked his pipe and watched the open door. And as the people passed along and did not stop to buy, John still sat down and smoked his pipe and blinked his sleepy eye. And so the sheriff closed him out, but still he lingered near, and Mary came to drop with him a sympathetic tear. "How is it, sister, can you tell why—the other merchants here, sell all their goods and thrive from year to year?" Remembering now her own bad luck the little maid replies: "These other fellows get there, John, because they advertise."—*Exchange*.

Managing editor (to musical editor)—Look here, Jones, here's a fiddler been hanged out West for horse stealing. How shall I headline it?

Musical Editor—Oh, I don't know. H—m; how would, "Difficult executions on one string," do?

"The very thing."—*Time*.

"Hello, *Punch*," called the rooster in the farm-yard.

"Why *Punch*?" queried the turkey.

"Cause you'll soon be stuffed with chestnuts," laughed the tough old cock.—*New York Sun*.

AUTUMN DAYS.

The angler puts by rod and reel,
The corn is hard upon the cob;
The pedler's cry, "Fresh mackerel!"
Is now succeeded by, "Buy Lob."

The cow no longer needs to whisk
Her tail to keep away the flies;
The "fall trade" is reported brisk
In all the stores that advertise.

Now lecturers begin to spout
For revenue—these things are facts—
The play is on, and men go out
As usual between the acts.

—*Boston Courier*.

Assistant Editor—Here is an inquiry from a fellow who wants us to tell him in our "Answers to Correspondents" whether it is proper to use the word "without" in the sense of "unless."

Editor *Daily Tomahawk* (reflecting a moment)—Haven't I used it in that sense in one or two editorials lately?

Assistant—I think you have.

Editor—Tell him such use of the word is sanctioned by many of the best living writers of English.—*Chicago Tribune*.

"Here is an article that was handed me down in the drug store," said the reporter, as he gave the editor of the *Kansas* daily an oblong object wrapped in a newspaper. "I thought may be you might wish to use it."

"Yes" was the reply, as from the depths of the package the editor removed a cork and allowed something to trickle down his throat, "the article is very appropriate and I think we will run it on the inside this afternoon."—*Time*.

First Bohemian—What luck did you have with the paragraphs you sent to the *Police Gazette*?

Second Bohemian—They sent them back; said they were indecent.

First Bohemian—I told you when you showed them to me no paper would print such stuff.

Second Bohemian—I'll get them published, don't you fear. I'll send them to the *New York* society papers.—*Terre Haute Express*.

Managing Editor (in the office of the *New York Solar System*)—Didn't you empty the waste-baskets this morning, Jimmy?

Office-boy—Naw!

Managing Editor—Why not?

Office-boy—'Cause I heard de business manager say der wus goin' ter be eight more pages in der Sunday paper.—*Boston Times*.

Reporter (breathlessly)—The people say there has been a suicide here.

Landlady—Yes; a young woman—Ann Blank.

Reporter (rapidly writes)—Miss Annie Blank, the young and beautiful daughter of—Who was her father?

Landlady—Mr. A. Z. Blank, of Chicago.

Reporter (continues writing)—A. Z. Blank, of Chicago, killed herself at her boarding-house, No. 1234 Nine Hundred and Ninth street, yesterday, because—What did she kill herself for?

Landlady—Because she was so homely.—*New York Weekly*.